

Chapter 5

Education and Promotion

This chapter describes the general solid waste management educational activities and programs implemented in Clark County. Specific educational activities and needs are described in some of the individual chapters of the Plan. For example, education and promotion activities specific to waste reduction efforts are described in the chapters on *Waste Reduction*; education and promotion activities associated with moderate risk waste are described in the chapter on the *Moderate Risk Waste Plan*.

The primary objective of educational programs is to encourage proper solid waste management practices within the County, including waste reduction and toxicity reduction. This is achieved by increasing citizens' knowledge of the local solid waste system and solid waste management options and their costs and benefits; providing information on waste reduction and toxicity reduction methods; encouraging awareness of personal responsibility for the environmental and human health consequences of individual and community actions; and promoting efficient and sustainable use of resources.

State Legislation, Regulations and Guidelines

RCW 70.95 – Solid Waste Management – Reduction and Recycling Act (State of Washington)

In the Solid Waste Management – Reduction and Recycling Act, RCW 70.95.010(6) (c), the legislature states that “It is the responsibility of county and city governments to assume primary responsibility for solid waste management and to develop and implement aggressive and effective waste reduction and source separation strategies.” In addition, RCW 70.95.010 (14) states that “Comprehensive education should be conducted throughout the state, so that people are informed of the need to reduce, source separate and recycle solid waste.” The county is required to prepare a comprehensive plan including “Programs to educate and promote the concepts of waste reduction and recycling” (RCW 70.95.090 (7) (b) (iv)).

RCW 70.105.220 – Hazardous Waste Management Act (State of Washington)

The Hazardous Waste Management Act requires local governments to prepare and implement local hazardous waste management plans. These plans must establish programs to manage moderate risk waste. Household and public education is one of the five minimum requirements for such programs.

WAC 180-50-115 – Mandatory areas of study in the common school (State of Washington)

Adopted in 1990 by the State Board of Education, WAC 180-50-115 requires the integration of environmental education in grades K-12. Pursuant to RCW 28A.230.020, “instruction about conservation, natural resources and the environment shall be

provided at all grade levels in an interdisciplinary manner through science, the social studies and the humanities, with emphasis on solving the problems of human adaptation to the environment.”

WDOE 90-11 – Guidelines for the Development of Local Solid Waste Management Plans (State of Washington)

Under Education Programs, Ecology states, “Local education and information are critical for the success of any waste reduction and/or recycling program. Education and information programs should address both the how-to and the why it is important. These programs should be ongoing and should address both waste reduction and recycling. It is important to deliver education/information messages in many different ways, because people use a variety of sources to get information. It is also important to target the diverse groups that may live in the planning area and to design materials that will meet their needs.”

ORS 459.305 – Solid Waste Control (State of Oregon)

ORS 459.305 is titled “Certification or demonstration that government until has implemented opportunity to recycle; rules; fees.” This statute requires out-of-state local governments to implement education programs to increase participation in recycling and HHW collection programs before exporting waste into Oregon for landfill disposal. ORS 459.305 requires that the owner/operator of the landfill which will be accepting the out-of-state wastes apply to and be accepted by the Oregon DEQ.

Existing Conditions

In Clark County, educational activities and programs are carried out by County and City of Vancouver solid waste program staff, by solid waste and recycling collection and processing companies and by the following coalitions of agencies who pool their financial resources and expertise toward coordinated educational efforts.

- The Environmental Information Cooperative (EIC) is an important educational vehicle, which is funded by six agencies and reaches 50,000 people each year, primarily through the schools.
- The Master Composter/Recycler Program, a focal point for education on home composting and vermicomposting, is expanding educational resources through the use of trained volunteers.
- A coalition called Partnerships for Environmental Education resources and Services (PEERS), combines community resources to prepare educational displays and activities for large events, such as the Clark County Fair.

This section looks first at the activities of each of these coalitions, then presents an overview of school-based, volunteer-based and non-residential educational activities, as well as an overview of other public information.

Environmental Information Cooperative (EIC)

The EIC was established in 1992 as the Environmental Information Cooperative, with the objectives to respond to the community's environmental education needs; to demonstrate the collective power to create change; to acknowledge people's personal power to create change; to encourage environmental stewardship of our land and resources; to provide public access to environmental information and resources; and to support the state mandate for K-12 environmental education integration.

Original funding partners for the EIC were Clark County, the City of Vancouver, Clark Public Utilities and Washington state University Cooperative Extension. In 1997, the Southwest Washington Air Pollution Control Authority and Washington State University Vancouver were added as partners. In addition to solid waste management, recycling, waste reduction and toxicity reduction issues, the EIC addresses water quality, air quality, habitat protection, resource conservation, energy issues and their interconnectedness. Services and activities include the following:

- Maintaining an extensive resource library and visitor center;
- Responding to requests for information via phone, e-mail and mail;
- Sponsoring workshops, seminars and teacher's training's, which include "A-Way with Waste" and Toxic Teens" workshops;
- Organizing and promoting community activities and events, such as Earth Action Day and the Columbia River Watershed Festival (formerly called the Salmon Creek Water Festival);
- Promoting local and regional solid waste information and education programs through the Info-Line, "The Columbian's" 24-hour telephone hotline;
- Maintaining and publicizing the Environmental Speakers' Bureau for civic groups, non-profit organizations and schools;
- Coordinating and promoting environmental service learning projects, such as projects focusing on toxics reduction;
- Conducting classroom and community presentations and assemblies on topics relating to solid and hazardous water issues;
- Preparing and distributing "Greenlines" and the "A-Way with Waste News" newsletters to educators and environmental stewards in the community.

Initially located at Clark Public Utility's Electric Center in Vancouver, the EIC was relocated in 1997 to permanent facilities in the library at the new Washington State University Vancouver campus.

Clark County Master Composter/Recycler Program

The Master Composter/Recycler Program was established in 1992 by the County in cooperation with Washington State University (WSU) Cooperative Extensions. A volunteer-based program, the Master Composter/Recycler Program solicits and trains volunteers who then “pay back” training hours by promoting yard debris and other organic waste reduction practices, as well as overall recycling information, to county residents.

- In 2000, volunteers provided a total of 1,750 “payback” hours and reached an estimated 9,500 county residents. This was accomplished through the following activities;
- Offering free backyard composting and worm composting workshops;
- Conducting community and classroom presentations;
- Conducting “Worms Go to School” teacher training workshops as part of the “A-Way with Waste” program;
- Developing and maintaining composting demonstration sites at Battle Ground School District’s Center for Agriculture, Science and Environmental Education (CASEE), H & H Wood Recyclers and the Unitarian Universalist Fellowship;
- Preparing and distributing a monthly volunteer newsletter;
- Sponsoring an annual compost bin sale and selling compost bins and books daily at CASEE;
- Conducting monthly meetings and demonstration site tours for volunteers;
- Recruiting and training additional volunteers annually;
- Displaying composting units and worm boxes, and distributing educational materials at community events, including the Clark County Home and Garden Idea Fair, the Clark County Fair, the Vancouver Neighborhoods Conference, the Salmon Creek Water Festival, Winter Livestock School, the Vancouver Sturgeon Festival and the Vancouver Water Resources Education Center;
- Hosting a “Question and Answer” clinic at Farmers’ Market and conducting other educational activities;
- Participating in recycling outreach activities, such as the series of “Recycling Fairs.” Conducted at multi-family housing complexes in 1997.

Partnerships for Environmental Education Resources and Services (PEERS)

A number of annual community events in the County and cities provide opportunities for solid waste management, recycling, waste reduction and toxicity reduction

education. In 1996, the EIC facilitated the formation of Partnerships for Environmental Education resources and Services (PEERS) to plan and conduct educational presentations for these events. Through this informal partnership of agencies, organizations and community groups, members cooperate to provide coordinated environmental education, combining resources to produce quality presentations. In 1998, active participants included the EIC, Clark County Solid Waste, Clark County Water Resources, C-Tran, Southwest Air Pollution Control Authority, City of Vancouver Solid Waste, WSU Cooperative Extension Master Gardeners and Master Composter/Recyclers and Clark College.

In 1996 through 2000, PEERS produced displays and educational activities for events, including the Clark County Home and Garden Idea Fair, the Clark County Fair and Earth Action Day. These events provide an opportunity to reach hundreds or thousands of residents in a short period of time. For example, attendance at the Home and Garden Idea Fair averages about 30,000 annually. Displays have focused on used oil recycling, waste reduction and recycling, alternatives to chemical pesticides, curbside recycling, plastics recycling, non-point source pollution prevention from household toxics, worm composting and backyard composting.

School Based Education

Nine school districts in the County currently educate over 50,000 elementary, middle and high school students. Numerous private schools, summer day camps and Battle Ground School's Home Link provide additional opportunities to conduct school-based educational activities.

In 1990, the Washington State Board of Education adopted a resolution (WAC 180-50-115), which requires the integration of environmental education into the curriculum in grades K-12.

In 1991, the Clark County Recycling Education Advisory Committee established the long-term goal for the school-based education program: "To offer a full-service environmental resource library to teachers and the public; to offer class field trips, both through the resource center and through other local opportunities; and to offer in-class presentations by an environmental education specialist on a variety of environmental topics."

Information provided through school-based education activities and programs is adapted to the nine individual school districts, to multiple awareness levels among different age groups and to various and changing waste management/reduction opportunities. Solid waste topics are easily adapted to provide instruction about conservation, natural resources and the environment in an interdisciplinary manner. For example, in 1997 the EIC facilitated the integration of environmental education, including recycling and composting education, into the Battle Ground School District's Summer School Outdoor Education Program.

Teacher Training Workshops

“Trash n’ Toxics” sponsored by the EIC, is an interdisciplinary curriculum for the primary grades that enables educators to integrate waste reduction, recycling, toxics reduction, moderate risk waste management, air quality and vermicomposting into math, science, reading and language arts, social studies, economics, fine arts and other subject areas. Training and workshops for middle school/junior high teachers use “Air-to-Earth”, a recycling curriculum developed by Nike for the middle grades. For high school teachers, the “Project Learning Tree” curriculum is aimed at their students. County solid waste staff and Master Composter/Recycler volunteers assist EIC staff with the training workshops. In addition to organizing and sponsoring the teacher training workshops, the EIC has prepared kits containing all the materials and supplies necessary to conduct many of the “Trash ‘n Toxics” classroom activities. The kits may be reserved and checked out from the EIC by educators.

Classroom presentations

County staff and EIC staff also conduct classroom presentations by request, utilizing tabletop models and activities from the curriculum in response to the workshops. In 2000, the EIC reached 357 elementary school, 205 middle school and 29 high school students through solid waste related classroom presentations. The EIC presents and develops other curricula, such as “Toxic Teens,” which address solid and hazardous waste issues. Waste Management of Vancouver and Waste Connections, Inc. also periodically conduct classroom presentations.

Assembly presentations

County staff help develop assemblies on waste reduction, recycling and/or hazardous waste upon request. In 1996, a 25-minute music assembly entitled “Recycled Man and the Crows” was developed by County solid waste staff, EIC staff and 50 high school students and performed at 20 schools for 10,000 students. The assembly addressed recycling, composting, vermicomposting and waste reduction. A puppet show, directed at grades K-3, Mother Natures Garden was developed on the topic of integrated pest management. 6,000 students viewed Mother Natures Garden in 2000.

Student Involvement

County and EIC staff also promotes student service learning, such as construction and distribution of the “Green Cleaning Kit,” and stormdrain stenciling projects. They also attend school environmental fairs to further promote waste reduction activities. An annual youth summit, sponsored by Tapping the Talents of Teens, Project Service Learning and the Youth Commission, provides a forum to network with students and promote such service learning projects.

Secondary Education

Clark College and Washington State University of Vancouver provide opportunities to reach approximately 13,500 students. At these educational institutions, EIC and solid

waste staff work with professors from Environment Biology, Natural Resource Conservation, Economics and Masters in Teaching programs to conduct classroom presentations and recruit students for community service projects. In 2000, staff continued to work closely with students from Clark College's Environmental Club on campus recycling projects and displays and presentations for Earth Night in April.

Volunteer-Based Education

In an effort to expand waste reduction education to include more personal or "neighbor-to-neighbor contact, County and City of Vancouver staff develop partnerships with community organizations whenever possible. Master Composter/Recycler volunteers provide a firm foundation of volunteer outreach. Partnerships with the Clark County Hazardous Waste Citizen Task Force and the WSU Master Gardener program provide other opportunities for volunteer outreach. In addition, County and city staff present slide shows to neighborhood associations and civic groups to encourage them to share information with their peers about waste and toxics reduction topics.

Recycling Contest

The annual Neighborhood Recycling Contest, begun in 1992 and sponsored by the garbage and recycling service providers, was modified in 1997 to better educate residents on the "hows" and whys" of curbside recycling. The contest, originally open to all neighborhoods with curbside recycling, encouraged residents to simply increase the amount of materials set out for recycling in each neighborhood. Cash awards were presented to the neighborhood associations that showed the greatest increase in recyclables. In 1997, when the City of Vancouver and the service providers modified the contest, the County was able to work with the city and service providers to allow county neighborhood associations to continue to participate. The modified contest provides a vehicle for recycling outreach; while at the same time provides cash awards to neighborhood associations participating in the contest. The contest is now used to reward neighborhoods that participate in a training session and produce articles for their neighborhood newsletters, thereby expanding the educational resources of the County and City. Award funds have come from material suppliers and service providers.

Clark County Hazardous Waste Citizen Task Force

In 1998, the task force volunteers, with support from County staff, received funding from the Washington State Department of Ecology to hold a "Yards are for people – Not Poisons" workshop. The workshop educated residents about environmental and health effects of chemical pesticides and offered information about alternatives.

The task force's focus on educating the public on safer alternatives to hazardous household chemicals and groundwater protection from hazardous chemicals is a perfect fit with staff's moderate risk waste education activities. EIC and County staff have assisted the task force with other grant projects, including the development of the

“Toxic Teens” video and curriculum, “The Groundwater Project” (described above under School Based Education), and the “In My Own Backyard” video.

Speakers Bureau

Two speaker’s bureaus are active in Clark County and cover topics related to solid waste management. The County speaker’s bureau provides speakers from the County solid waste program, the solid waste service providers and trained volunteers to speak at schools, neighborhood associations, civic groups, business groups and other organizations. The County also has a comprehensive slide show available, which may be shown in modules or as a whole. In 1997, the Clark County Board of Realtors, four neighborhood associations and three non-profit groups received slide presentations. The EIC also sponsors an extensive speakers bureau to address a wide range of environmental topics.

Business Outreach

The primary focus of educational efforts during the first five years of the County’s Solid waste Management plan was to support the residential recycling collection programs and residential waste prevention programs. During this period, three business-related outreach programs were also planned and/or implemented: technical assistance waste audits to businesses; a regional “BRAG” business recognition program; and the “Build a Better Clark” partnership with the Clark County Home Builders Association. In addition, the Moderate Risk Waste Program has offered a technical assistance program to small quantity generators since 1989. (See the chapter on *Moderate Risk Waste Plan*.)

Technical Assistance to Businesses

County and City staff provide telephone consultation and on-site waste audits for businesses that request assistance to establish or improve their waste reduction and recycling practices. In 2000, staff conducted 136 technical assistance visits and responded to 65 requests for information from Clark County businesses. Visits and information involved helping businesses on solid and hazardous waste reduction, commercial recycling and pollution prevention. In 1997, solid waste and recycling outreach to businesses was integrated with the moderate risk waste technical assistance program to more efficiently coordinate both services.

BRAG – Business Recycling Awards Group

BRAG represents an intergovernmental partnership between Clark County and the cities and counties in the Portland, Oregon Metro Region. When businesses meet the minimum qualifications established by the program, they are recognized in local newspapers as BRAG members. A certificate and window decal are also provided to ensure customers are made aware of the businesses’ success in waste reduction. The BRAG program also distributes a regional newsletter through the Vancouver Business Journal. By the end of 2000, 30 Clark County/Vancouver businesses were BRAG members.

Build a Better Clark

An agreement between Clark County and the Clark County Home Builders Association (CCHBA) to develop and implement a “green building” program was adopted by the Clark County Board of Commissioners during 1997. The program promotes environmentally sound practices, such as waste reduction and recycling, site protection, resource conservation, energy efficiency and homeowner education. A handbook describing 80 environmentally sound building practices or products, a rating system and a self-certification checklist for home builders who want to receive recognition for “green building” and information on marketing materials will be developed. Builders, realtors and homeowners will be educated through written materials and workshops. The program is non-regulatory and certified by the CCHBA to encourage environmentally-sound construction practices.

Other Public Information

A wide variety of educational media and outreach approaches have been used in Clark County to ensure on-going education to support programs in solid waste management, recycling, waste reduction and toxics reduction. The following are some examples of these education and promotion efforts.

Recycling Directory

The County, in conjunction with the cities, annually produces and updates a “Recycling Directory” which contains extensive information on opportunities for waste reduction, reuse and recycling in Clark County. Information addresses automotive waste, bulky items construction and building materials, garbage, glass bottles and jars, hazardous waste, metals, paper, plastics, yard debris and other wastes. The directory lists resources for curbside collection services, drop-off sites, business recycling collection services and educational and local government contracts. Copies of the “Recycling Directory” are distributed at community events, including the Clark County Fair, the City of Vancouver Neighborhoods Conference and the Columbia River Watershed Festival, as well as through community centers and local retailers.

Education by Collection Contractors

The contracted private service providers also provide education. Waste Management of Vancouver and Waste Connections, Inc. provide various promotion and education activities. These activities include preparing a program information sheet for distribution with curbside recycling containers (bins), maintaining a customer service telephone line and providing ongoing information and education efforts. Similar services are conducted for multi-family residents. The cities of Vancouver, Camas, and Washougal conduct similar public promotion and education efforts, primarily related to curbside recycling services provided in those cities.

The unincorporated areas of Clark County and the cities of Vancouver, Battle Ground, Ridgefield, La Center, Camas and Washougal have implemented residential curbside

recycling programs. These programs offer a focused tool for educating waste generators about waste reduction and recycling opportunities. The distribution of an annual newsletter, prepared cooperatively by service providers and local government solid waste staff, to residential recycling customers provides a vehicle to educate each generator.

As Clark County and the cities and towns implement additional recycling collection programs and expand existing programs, promotional campaigns are donated to educate generators. Ideally, these campaigns begin at least three months before startup of a new program and continue throughout the duration of the program. This advance notice results in better acceptance and an easier transition into the programs. Programs that have offered such opportunities include urban multi-family recycling service, curbside plastics recycling and yard debris collection service.

City of Vancouver Neighborhood Cleanup

The City of Vancouver sponsors an annual cleanup effort in coordination with recognized city neighborhoods. Some of the goals of the cleanup include: beautification of neighborhoods; building and strengthening neighborhood associations; and promoting existing solid waste programs and sound solid waste disposal practices, including waste reduction and recycling, backyard composting, disposal of household hazardous waste, tires and appliances.

Educational Materials

Ongoing educational outreach includes the preparation and distribution of general educational materials, describing waste and toxics reduction, recycling methods and proper solid waste management practices. Materials are prepared and distributed through various media and outlets including:

- Newspaper ads, articles and inserts in the Columbian, The Camas-Washougal Post Record, The Lewis River News, The Reflector, Vancouver Business Journal and The Oregonian;
- Articles in the County's news magazine and employee newsletters;
- Door hangers, mailers, newsletters, flyers and brochures;
- Theater ads and community presentations;
- Displays at retailers and community centers;
- Cable television community programs and videos;
- Bill inserts;
- County and City of Vancouver web pages;

- City of Vancouver Newsletter, distributed to all city water and sewer users;
- Direct mail by the City of Vancouver of an annual brochure on garbage, recycling and yard debris service options and rates;
- Information racks at public locations, such as city hall, libraries, Clark College and WSU Vancouver student centers;
- Informational booths and activities at community events, such as the Vancouver Neighborhoods Conference, Lacamas Water Festival, and Clark College's Earth Night celebration.

Telephone Hotline

The Columbian, the largest daily newspaper in Clark County, sponsors the Info-Line, a pre-recorded telephone line that provides callers with current information on a wide variety of subjects, including environment-related topics. Eighteen different recorded messages provide information on topics including:

- Upcoming environmental meetings and workshops, such as "A-Way With Waste";
- Waste reduction and recycling opportunities, used oil recycling and household hazardous waste disposal;
- Natural resource issues, such as wildlife, air quality, water quality and soil conservation;
- Water and energy conservation methods.
- These 18 message lines receive a total of approximately 1,000 calls per month.

Needs and Opportunities

Comprehensive Education and Promotion Plan

To successfully develop and implement all of the education and promotion programs, the County and cities need to establish a coordinated public information plan. This plan would serve as the framework for subsequent education and promotion program developments for solid waste management and for waste reduction and recycling in Clark County. This plan should be updated annually to provide consistent and clear messages and materials to target audiences/generators; establish an identity for the countywide efforts; and properly integrate the various promotion and education programs.

Criteria and Flexibility

Development of a criteria matrix is needed to guide the selection of materials, audiences, programs, etc. for inclusion in the annual public information plan. To date,

education and promotion campaigns have sometimes been broad-based, and sometimes been focused on a specific segment of the population or on a particular component of the waste stream. Results of waste stream analyses, environmental impacts, cost benefit analyses and time requirements are all criteria that may be used to identify and prioritize future programs.

Ongoing Education Campaigns

Ongoing education campaigns are needed to continually reinforce behaviors and maintain participation levels that will result in successful waste diversion programs and toxics reduction. Ideally, waste reduction and toxics reduction should be addressed concurrently, especially in the residential sector. To be effective, these campaigns should be coordinated on a countywide and region wide basis to help ensure consistency. Utilizing the EIC staff and Master Composter/Recycler program volunteers for waste education helps ensure consistency on a local level. The County and cities need to develop education for residential and non-residential generators of waste as described in the chapter on “Waste Reduction.” The County and cities need to conduct a longitudinal survey of residents and businesses to determine what educational media and waste reduction messages will be most effective.

Partnerships

Additional efforts should be undertaken to build and foster partnerships with other local, regional and state solid waste agencies. This will allow coordinated regional and statewide campaigns that share regional “media sheds.” Shared media campaigns can reduce costs for all partners involved.

Likewise, partnerships with other environmental programs that address water quality, public health, water conservation, energy and resource conservation are necessary to link solid waste issues with larger local and regional issues. Solid and hazardous waste issues cross over into these other areas, and it makes sense to present a unified message whenever possible. Although this makes solid and hazardous waste issues more complex, it also provides opportunities to link with other programs and reinforce the messages. At the very least, education that addresses both toxics reduction and waste reduction needs to be targeted at the residential sector.

Partnerships with local business associations, such as the Clark County Home Builders Association, allow the County and cities to reach specific audiences with a more credible message than from government only. Using waste stream analysis results to identify target areas will help ensure that efforts are focused on those segments of the community and waste stream that need attention.

Waste Stream Analysis

Waste stream analysis data could be used to guide ongoing education programs and new education programs. Waste stream analysis can help determine which specific generator groups and materials require additional attention in education and promotion campaigns.

Alternatives

The Solid Waste Advisory Commission reviewed the following Alternatives, based upon the issues discussed in the Needs and Opportunities section of this Chapter.

- 1. Clarify roles and the means to coordinate countywide and individual city education projects.*
- 2. Through the five-year plan update, SWAC will determine educational priorities.*
- 3. During each five-year update process develop a citizen's committee to review educational and funding priorities.*
- 4. Expand education programs to address the benefits to water, air, soil, fish and other species, which result from solid waste prevention and solid waste management activities.*
- 5. Continue to implement and expand wherever possible, the school-based, volunteer-based, non-residential and other public information education and promotional activities.*
- 6. Continue to support and fund the EIC and the Master Composter/Recycler Program as resources to promote waste and toxics reduction, recycling activities and proper management of solid wastes.*
- 7. Continue to designate staff to support and coordinate education and promotion activities for solid waste management, recycling, and waste and toxics reduction.*
- 8. Consider contracting or partnering with the service providers, non-governmental agencies and organizations to develop and/or implement some of the technical assistance, information, education and promotion activities.*
- 9. Continue to build partnerships that encompass regional issues and integrate solid waste with related topics, including water quality, public health, water conservation, energy and resource conservation.*
- 10. Develop outcome- and output-based goals to evaluate the effectiveness of education and promotion programs.*
- 11. Develop an annual coordinated public information plan to serve as the framework for education and promotion program activities for solid waste management and for waste reduction and recycling in Clark County.*
- 12. Use the results of each waste stream analysis to identify specific materials and generator groups to build ongoing education programs and, potentially, new education programs.*
- 13. Focus educational activities on personal contact, through schools, community events and community groups in balance with general media education.*

14. *Continue to develop partnerships with service providers to develop and provide educational programs.*

Recommendations

The Solid Waste Advisory Commission reviewed the complete list of Alternatives and has recommended the following alternatives:

4. *Expand education programs to address the benefits to water, air, soil, fish and other species, which result from solid waste prevention and solid waste management activities.*
5. *Continue to implement and expand wherever possible, the school-based, volunteer-based, non-residential and other public information education and promotional activities.*
6. *Continue to support and fund the EIC and the Master Composter/Recycler Program as resources to promote waste and toxics reduction, recycling activities and proper management of solid wastes.*
7. *Continue to designate staff to support and coordinate education and promotion activities for solid waste management, recycling, and waste and toxics reduction.*
8. *Consider contracting or partnering with the service providers, non-governmental agencies and organizations to develop and/or implement some of the technical assistance, information, education and promotion activities.*
9. *Continue to build partnerships that encompass regional issues and integrate solid waste with related topics, including water quality, public health, water conservation, energy and resource conservation.*
10. *Develop outcome- and output-based goals to evaluate the effectiveness of education and promotion programs.*
11. *Develop an annual coordinated public information plan to serve as the framework for education and promotion program activities for solid waste management and for waste reduction and recycling in Clark County.*
12. *Use the results of each waste stream analysis to identify specific materials and generator groups to build ongoing education programs and, potentially, new education programs.*
13. *Focus educational activities on personal contact, through schools, community events and community groups in balance with general media education.*